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To: Examiner J. D. Crabtree **From:** Daniel A. Thomson **JUN 27 2007**
Re: 10/695,023 **Date:** June 27, 2007
Fax: 571.273.8300 **Total pages (Including cover sheet):** 5

Examiner Crabtree:

Attached please find the following documents for your review:

1. Significance of the Masculine-Feminine Word Survey
2. Masculine-Feminine Word Survey
3. Masculine-Feminine Identification Survey Results

If possible, would you please take the survey (Item 2), before our teleconference on Thursday, June 28th at 12:30 p.m.

If you have any questions, please do not hesitate to contact me.

~ Daniel A. Thomson

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The Significance of the Masculine-Feminine Word Survey

The real significance of the Masculine-Feminine Word Survey is that it shows any distinction among words along a masculine-feminine continuum at all. Initially, many overtly look at the results as indicators of which word in each pair is more masculine or feminine. That is not the point of the survey. The point is to show that such a distinction *does* exist and is *not* purely random across a population. It highlights that other forces are working within us to guide our decisions that lie outside the realm of rational thought processes. What allows these forces to work is intuition. Thus, the survey's primary purpose is to give people a real-time experience with their own intuition.

In order to clarify this point, I will illustrate with a coin toss.

If I were to flip a coin and it landed "heads," you might not suspect anything unusual about the coin. However, if I flipped it ten times and ten heads appeared, you might begin to suspect that my coin is loaded. A hundred such flips and you would definitely suspect so. The same belief might occur if there were ninety, eighty or seventy heads in a hundred flips. We all know, based upon probability, that from a hundred flips, we should see about fifty heads and fifty tails or something close to that.

Moving back to the survey, we can say that one person's results are akin to the flipping of a single coin; we cannot tell if the results are "loaded." However, if after ten, fifty or a hundred results from other people we begin to see anything but something close to fifty-fifty, we can say that *something* is influencing those results. They are not random.

There are three main reasons why we can suspect something is loaded about our responses:

1. Except for Pairs #1 and #7, none of the words are feminine or masculine.
2. In an overwhelming number of the cases, we were never formally taught that one word was more masculine or feminine than the other.
3. Men and women should respond similarly.

How can a cannonball be a boy and a sail a girl? How can "23" rather than "twenty-three" be more associated with men than women? When were we taught in school that "X"

is more masculine than "A" or that quality was more feminine than quantity. Finally, how did it come to be that in some cases women and men will respond quite differently to some words and not others?

When taking this survey many people have expressed that they are doing no better than guessing. If that were truly the case, then we should see more results closer to the expected of fifty-fifty. Thus, the purpose of the survey is not to show how much one word is more masculine or feminine than the other; the purpose is to show that the answer is *not* fifty-fifty (or even close to it).

Since the survey clearly shows that the distinction between words is a loaded one, what can we conclude? First, influential forces exist within us, and we don't necessarily have to be aware of them for them to function. Second, these forces are similar in each of us. And third, they extend beyond narrow notions of masculine and feminine to include concepts that aren't strictly the domain of men or women.

How do these forces influence us? By acting upon our intuition, we are influenced through an emotional process which does not require our awareness or conscious engagement. By contrast, forces acting upon our cognition influence through a thought process that does require those things.

While this may seem far fetched, it's no different than the duality existing in today's machines and computers. Some aspects we directly control and observe on a conscious level while other aspects run in the "background" without our awareness or involvement. Diagnostic functions and protocols facilitating data feeds in different formats are examples. These unseen aspects are very important in keeping our machines running. Just as our work would become bogged down if we had to be engaged in all the decisions our machines made, our daily lives would be as well if we had to consciously process everything before we could move forward.

That means something else allows us to process experiences so we don't have to consciously process every bit of every experience. That is intuition.

Please use the contact information above to discuss how the concepts in these capabilities might help your business.

(2)

Masculine – Feminine Word Survey

The purpose of this survey is to identify which word in each numbered pair you believe is more masculine or feminine. Complete as quickly as possible. Address each the best you can. Please do not leave any uncircled.

What is your gender (circle one): **Male** **Female**

Name: _____

- If you are **male**, circle the word in each pair you find more **masculine**.
- If you are **female**, circle the word in each pair you find more **feminine**.

<u>First Word</u>	<u>Second Word</u>	<u>First Word</u>	<u>Second Word</u>	<u>First Word</u>	<u>Second Word</u>
1. Man	Woman	23. Spread	Concentrate	45. Teach	Command
2. Broad	Narrow	24. Intuition	Cognition	46. Innovate	Create
3. House	Home	25. Systems	People	47. Organic	Inorganic
4. Opportunities	Objectives	26. God	Devil	48. Dark	Light
5. Rigid	Flexible	27. Refined	Crude	49. Red	Blue
6. Earth	Sun	28. Sensitive	Blunt	50. Interview	Answer
7. Queen	King	29. Cat	Dog	51. Life	Death
8. Good	Evil	30. Many	One	52. Consistent	Dynamic
9. Defined	Open	31. Free	Dominate	53. X	A
10. Tactics	Strategy	32. Small	Big	54. Square	Circle
11. Attract	Pursue	33. Hammer	Computer	55. Hard	Soft
12. Building	Tree	34. Accept	Control	56. Compliment	Criticize
13. Fuzzy	Sharp	35. 23	Twenty-three	57. Curvy	Straight
14. Pragmatic	Idealistic	36. Efficient	Effective	58. Black	White
15. Motion	Strength	37. Hero	Victor	59. Handmade	Machined
16. Graceful	Fast	38. Results	Methods	60. Nurture	Attack
17. Subtle	Direct	39. Ugly	Beautiful	61. Urban	Rural
18. Two	One	40. Feelings	Thoughts	62. Laser	Lamp
19. Cannonball	Sail	41. Human	Machine	63. Cool	Warm
20. Uniform	Diverse	42. Person	Team	64. Customize	Standardize
21. Spontaneity	Plan	43. Artificial	Natural	65. Internal	External
22. Quantity	Quality	44. Initiate	Improve	66. Fire	Water

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Masculine-Feminine Identification Survey Results

Percent Identifying Word as "Feminine"

			Total		Women		Men	
	First Word	Second Word	First Word	Second Word	First Word	Second Word	First Word	Second Word
1	man	woman	0%	100%	1%	99%	0%	100%
2	broad	narrow	14%	86%	20%	80%	9%	91%
3	house	home	11%	89%	8%	92%	15%	85%
4	opportunities	objectives	72%	28%	82%	18%	62%	38%
5	rigid	flexible	10%	90%	5%	95%	16%	84%
6	earth	sun	53%	47%	54%	46%	53%	48%
7	queen	king	99%	1%	99%	1%	99%	1%
8	good	evil	77%	23%	96%	4%	58%	43%
9	defined	open	19%	81%	16%	84%	22%	78%
10	tactics	strategy	42%	58%	23%	77%	61%	39%
11	attract	pursue	78%	22%	77%	23%	79%	21%
12	building	tree	15%	85%	17%	83%	13%	87%
13	fuzzy	sharp	88%	12%	77%	23%	98%	2%
14	pragmatic	idealistic	29%	71%	17%	83%	40%	60%
15	motion	strength	82%	18%	67%	33%	96%	4%
16	graceful	fast	96%	4%	97%	3%	94%	6%
17	subtle	direct	84%	16%	74%	26%	93%	7%
18	two	one	62%	38%	58%	42%	65%	35%
19	cannonball	sail	6%	94%	0%	100%	12%	88%
20	uniform	diverse	28%	72%	24%	76%	33%	68%
21	spontaneity	plan	64%	36%	61%	39%	66%	34%
22	quantity	quality	25%	75%	4%	96%	45%	55%
23	spread	concentrate	62%	38%	38%	62%	85%	15%
24	intuition	cognition	75%	25%	86%	14%	64%	36%
25	systems	people	18%	82%	5%	95%	31%	69%
26	God	Devil	63%	37%	95%	5%	32%	68%
27	refined	crude	84%	16%	97%	3%	70%	30%
28	sensitive	blunt	95%	5%	97%	3%	93%	7%
29	cat	dog	87%	13%	76%	24%	98%	3%
30	many	one	64%	36%	65%	35%	63%	37%
31	free	dominate	92%	8%	95%	5%	88%	12%
32	small	big	90%	10%	83%	17%	98%	2%
33	hammer	computer	16%	84%	7%	93%	25%	75%
34	accept	control	90%	10%	92%	8%	88%	12%
35	23	twenty-three	31%	69%	36%	64%	26%	74%
36	efficient	effective	63%	37%	60%	40%	66%	34%
37	hero	victor	56%	44%	74%	26%	41%	59%
38	results	methods	33%	67%	38%	62%	28%	73%
39	ugly	beautiful	15%	85%	0%	100%	29%	71%
40	feelings	thoughts	90%	10%	91%	9%	88%	12%
41	human	machine	84%	16%	98%	2%	70%	30%

	Total				Women				Men	
	First Word	Second Word			First Word	Second Word			First Word	Second Word
42	person	team		54%	46%		53%	47%	55%	45%
43	artificial	natural		27%	73%		3%	97%	51%	49%
44	initiate	improve		42%	58%		36%	64%	47%	53%
45	teach	command		92%	8%		98%	2%	86%	14%
46	innovate	create		31%	69%		12%	88%	50%	50%
47	organic	inorganic		64%	36%		95%	5%	33%	67%
48	dark	light		10%	90%		6%	94%	15%	85%
49	red	blue		50%	50%		44%	56%	55%	45%
50	interview	answer		56%	44%		54%	46%	57%	43%
51	Life	Death		70%	30%		100%	0%	41%	59%
52	consistent	dynamic		58%	42%		55%	45%	60%	40%
53	X	A		20%	80%		12%	88%	27%	73%
54	square	circle		12%	88%		4%	96%	20%	80%
55	hard	soft		2%	98%		0%	100%	4%	96%
56	compliment	criticize		81%	19%		95%	5%	68%	32%
57	curvy	straight		87%	13%		89%	11%	86%	14%
58	black	white		20%	80%		14%	86%	25%	75%
59	handmade	machined		85%	15%		97%	3%	73%	27%
60	nurture	attack		90%	10%		95%	5%	85%	15%
61	urban	rural		31%	69%		28%	72%	34%	66%
62	laser	lamp		10%	90%		8%	92%	13%	87%
63	cool	warm		36%	64%		24%	76%	48%	52%
64	customize	standardize		70%	30%		86%	14%	53%	47%
65	internal	external		75%	25%		88%	12%	63%	37%
66	fire	water		14%	86%		17%	83%	10%	90%

Sample size for each pair = 147 to 242. Not all pairs have been on the survey at the same time.
 Male respondents = 79 to 122; Female respondents = 67 to 121.